



Estimated Foot-Traffic Impact:

Downtown Farmer's Market

Jan 2021 to Sept 2021
Murrieta, CA

Prepared For:

The City of Murrieta, CA

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Estimated Impact on Downtown Foot-Traffic

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There was significant lift in baseline foot-traffic downtown on nights the Farmer's Market was held.

The figures to the right show the estimated visits and amount of increase in baseline foot-traffic on Thursday nights compared to other days of the week from Jan 1 to Sept 2nd.

	Avg Est. Visits on Thursday Nights	Avg % Increase in Baseline Foot-Traffic
Downtown Farmer's Market	4,852	66%

	Est # of Visits	% Increase in Baseline Foot-Traffic
1/7/21	2,405	-18%
1/21/21	3,661	25%
2/4/21	4,379	50%
2/18/21	3,603	23%
3/4/21	4,555	56%
3/18/21	4,951	70%
4/1/21	4,829	65%
4/15/21	4,375	50%
5/6/21	5,577	91%
5/20/21	5,246	80%
6/3/21	6,562	125%
6/17/21	5,139	76%
7/1/21	6,510	123%
7/15/21	5,345	83%
8/5/21	5,335	83%
8/19/21	4,778	64%
9/2/21	5,233	79%

Study Area:
We geofenced the core area along Juniper St and Washington Ave that houses the Downtown Farmer's Market and used GPS data from visitor's cell phones to gauge the impact the Farmer's Market had on foot-traffic downtown.

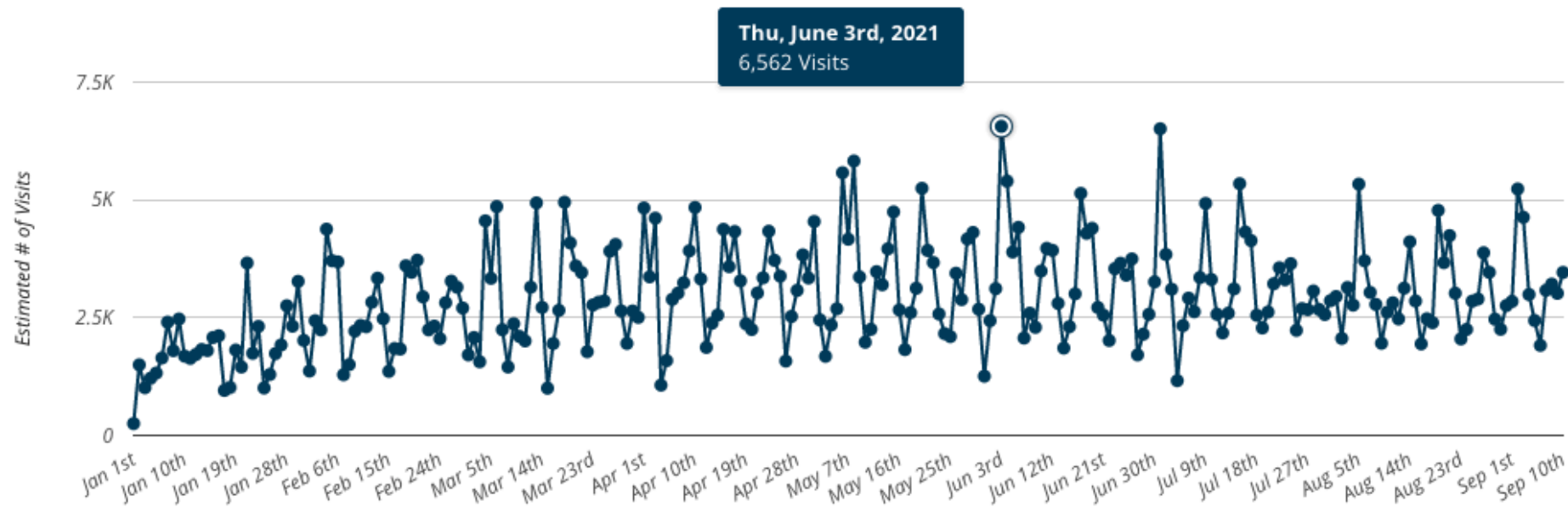


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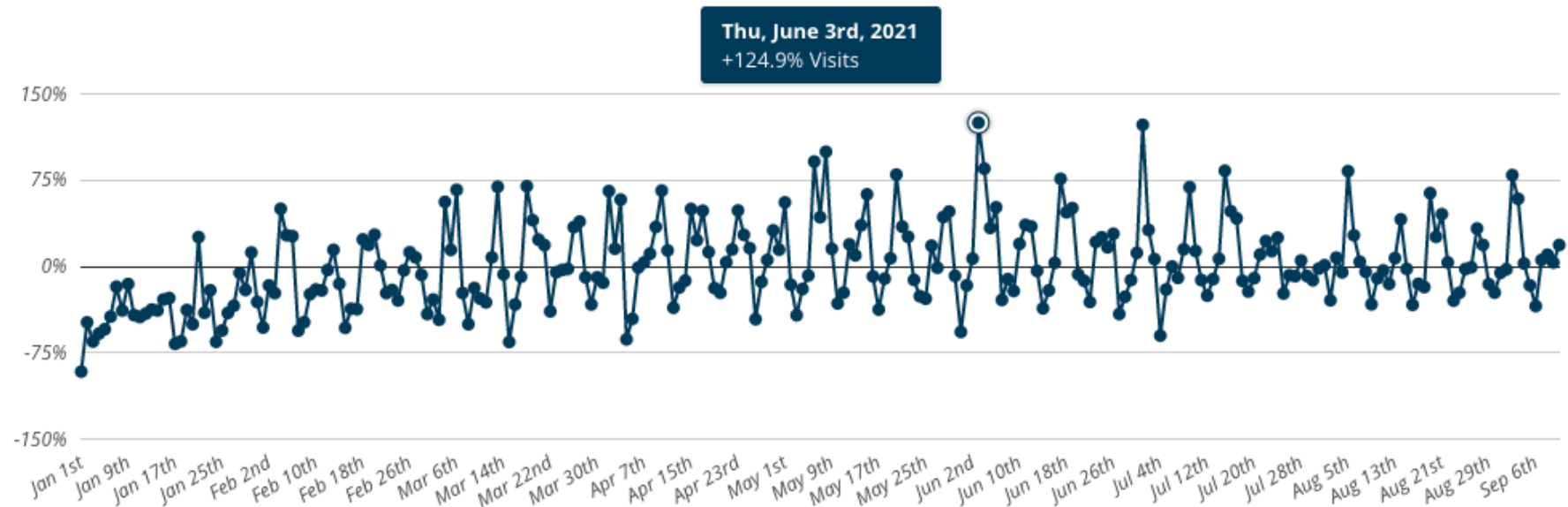
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Est # of Visits by Day - Washington Ave Corridor / Downtown Murrieta



Increase in Baseline Foot-Traffic by Day - Washington Ave Corridor / Downtown Murrieta

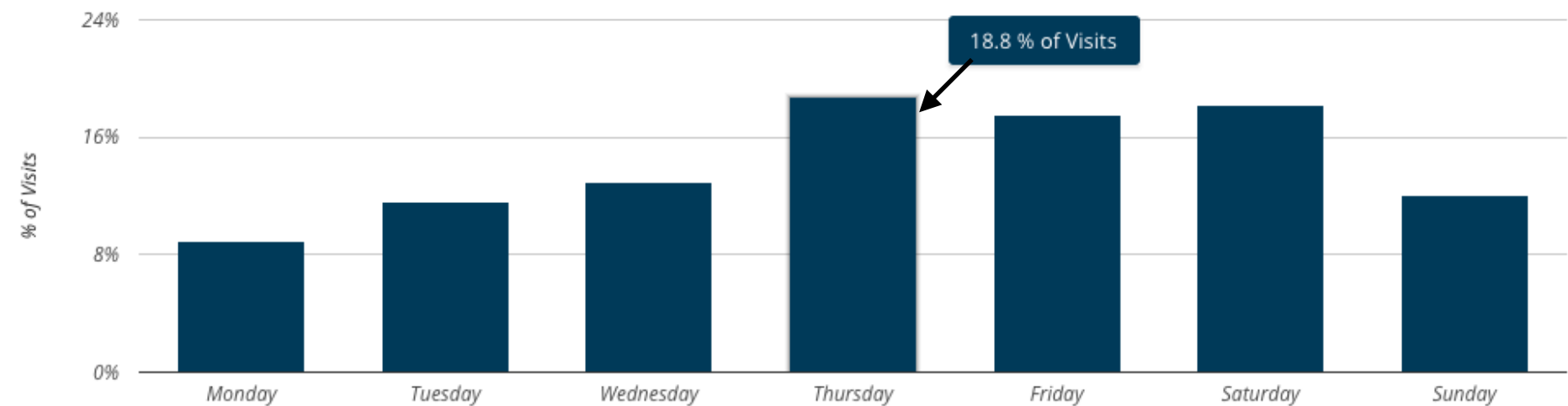


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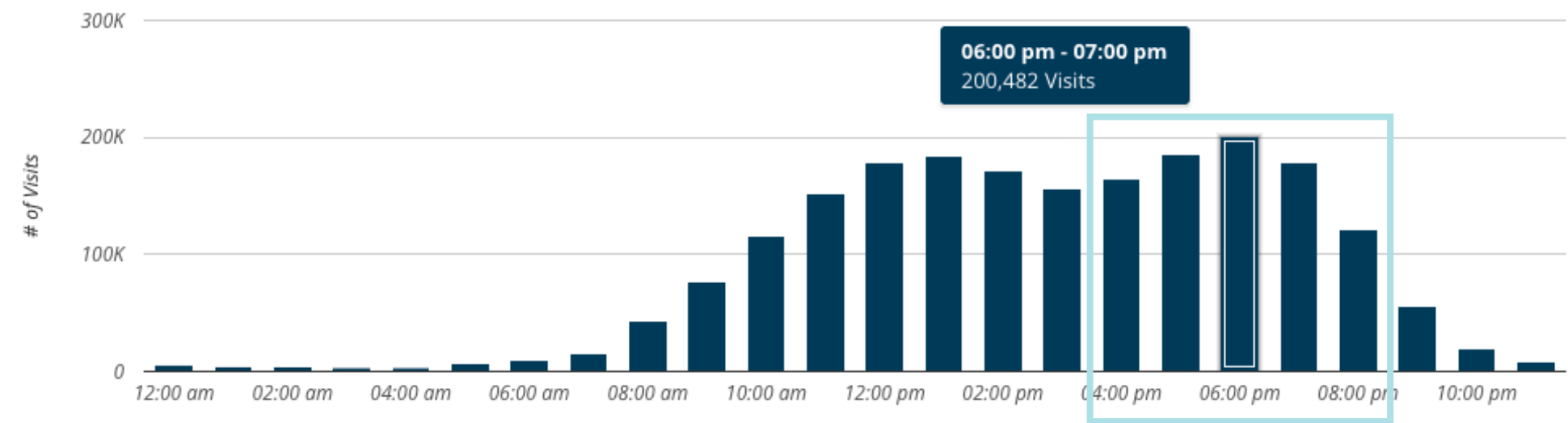
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Est # of Visits by Day of the Week - Washington Ave Corridor / Downtown Murrieta



Est # of Visits by Time of Day - Washington Ave Corridor / Downtown Murrieta



Farmer's Market Hours